



WEWS

## ORDER

Print Date 10/18/12

Page 1 of 3

Flight Dates 10/19/12-10/30/12

Contract / Revision 315089 /

Original Date / Revision  
10/18/12 10/18/12

Advertiser Summit Cnty Rep Central Co

Agency Summit Cnty Rep Central Co

Buying Contact

1755 Merriman Rd - Ste 250  
Akron, OH 44313Primary Account Executive  
Louis Schottelkotte

Account Executive	Order%	Start Date	End Date
Louis Schottelkotte	100%		

Product

TLC-SCRIP-Judge O'Brien,Judge Jr

Agency Com 15%

Billing Contact

1755 Merriman Rd - Ste 250  
Akron, OH 44313

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share 100% Market Value 66400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	60	\$41,565.00	\$48,900.00	0.00	10/01/12	10/28/12	60	\$41,565.00	\$48,900.00
November 2012	18	\$14,875.00	\$17,500.00	0.00	10/29/12	10/30/12	18	\$14,875.00	\$17,500.00
Totals	78	\$56,440.00	\$66,400.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	10/19/12	10/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1		\$650.00			0.00			
Week:		10/22/12	10/28/12	MTWTF--			5		\$650.00			0.00			
Week:		10/29/12	11/04/12	MT-----			1		\$650.00			0.00			



**WEWS**

Print Date: 10/18/12

Page 2 of 3

Contract / Revision     **315089**     Flight Dates **10/19/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/18/12/   10/18/12

Order Sep   00:20:00

Advertiser   **Summit Cnty Rep Central C**   Product **TLC-SCRJ-Judge O'Brien,J**   Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WEWS	10/19/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$700.00	P-2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$700.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					6	\$700.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$700.00		0.00			
E 3	WEWS	10/19/12	10/30/12	M-F 9-10a Kelly	CM	9-10A	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$650.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$650.00		0.00			
4	WEWS	10/19/12	10/30/12	M-F 10-11a Dr. Oz	CM	10-11A	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$650.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$650.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$650.00		0.00			
5	WEWS	10/19/12	10/30/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,000.00		0.00			
6	WEWS	10/19/12	10/30/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					1	\$1,000.00		0.00			
7	WEWS	10/19/12	10/30/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$225.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					7	\$225.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$225.00		0.00			
8	WEWS	10/19/12	10/30/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					1	\$1,000.00		0.00			
9	WEWS	10/19/12	10/30/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					1	\$1,200.00		0.00			
10	WEWS	10/19/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,800.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					1	\$1,800.00		0.00			



**WEWS**

Print Date: 10/18/12

Page 3 of 3

Contract / Revision      **315089**      Flight Dates **10/19/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/18/12/   10/18/12

Order Sep   00:20:00

Advertiser   **Summit Cnty Rep Central C**   Product **TLC-SCRIP-Judge O'Brien,J**   Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WEWS	10/19/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
11	WEWS	10/19/12	10/30/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	M-WF--					2	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
12	WEWS	10/19/12	10/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					1	\$3,000.00		0.00			
13	WEWS	10/19/12	10/30/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$550.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					2	\$550.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$550.00		0.00			
14	WEWS	10/19/12	10/30/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$700.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$700.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$700.00		0.00			
15	WEWS	10/19/12	10/30/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	-----	:30	0	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---					2	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,200.00		0.00			
16	WEWS	10/19/12	10/30/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----	:30	0	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$700.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$700.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
														<b>Totals</b>	<b>78 \$66,400.00</b>